

Historic, archived document

Do not assume content reflects current scientific knowledge, policies, or practices.

Immediate
Service

The COLE NURSERY CO. Painesville
Ohio

COLE NURSERY SALES
INCORPORATED

Display and Sales Gardens Located for Your Convenience:

Kinman and 159th,
Just West of Lee Road,
Shaker Heights, Ohio

2910 S. Noble Road,
1 Block North of Mayfield
Cleveland Heights, Ohio

18240 Detroit Avenue,
Lakewood, Ohio

Also
Akron, Ohio

1881

Cole's Anniversary Offering of the Finest Selected Nursery Stock

1931

The COLE NURSERY CO. Painesville
Ohio

COLE NURSERY SALES
INCORPORATED

Display and Sales Gardens Located for Your Convenience:

Kinman and 159th,
Just West of Lee Road,
Shaker Heights, Ohio

2910 S. Noble Road,
1 Block North of Mayfield
Cleveland Heights, Ohio

18240 Detroit Avenue,
Lakewood, Ohio

Also
Akron, Ohio

Immediate
Service

from your nearest "Sales and Display Garden." These novel gardens operated by Cole Nursery Sales, Inc., bring to your neighborhood for inspection and sale "Everything That's Good and Hardy." The stock is replenished fresh daily from Cole's 700 acres in Painesville. Plants handled properly and delivered to you full of their original life and vitality by trained, courteous nurserymen.
Immediate truck delivery may be had on orders for \$1.00 or more. It will pay you to visit one of these pleasant display and sales gardens, and see for yourself the almost unbelievable values to be had.
Phone orders given immediate attention.
COLE NURSERY SALES, INCORPORATED.

from your nearest "Sales and Display Garden." These novel gardens operated by Cole Nursery Sales, Inc., bring to your neighborhood for inspection and sale "Everything That's Good and Hardy." The stock is replenished fresh daily from Cole's 700 acres in Painesville. Plants handled properly and delivered to you full of their original life and vitality by trained, courteous nurserymen.
Immediate truck delivery may be had on orders for \$1.00 or more. It will pay you to visit one of these pleasant display and sales gardens, and see for yourself the almost unbelievable values to be had.
Phone orders given immediate attention.
COLE NURSERY SALES, INCORPORATED.



Delphinium

ENGLISH HYBRIDS (Blackmore & Langdon). An extraordinarily strong growing Larkspur with a "truly beautiful range" of colors and a large percentage of plants with glorious double flowers. 35c each; 5 for 90c.
GOLD MEAL ENGLISH HYBRIDS. Excellent standard strain. 2 plants for only 25c.
COLE'S GUARANTEED DOUBLE LARKSPURS. Each plant has been selected carefully by our perennial expert, selecting especially for beautiful color combinations, foliage and strong growth characteristics. Every flower is guaranteed to be "double." Special, 50c each; 5 for \$1.00.
BELLADONNA. Light blue. 20c each; 5 for 80c.
BELLAMOSA. Dark blue. 20c each; 5 for 80c.

Fall is the Best Time to Plant These Glorious Lilacs

Nearly all shrubs can be planted in the fall to your advantage. However, early-starting varieties, such as Lilacs, require fall planting for best results.
COLE'S FAVORITE FRENCH LILAC COLLECTION
Strong plants, 1 1/2 to 2 ft., 50c each; 2 to 3 ft., 75c each; 3 to 4 ft., \$1.25 each.

SPECIAL OFFERS

Five wonderful French Hybrid Lilacs (1 of each), including the beautiful Gloire de Lorraine.
OFFER K-3: Five thirty plants, 1 1/2 to 2 ft., for only \$2.50.
OFFER K-4: Five strong plants, 2 to 3 ft., for only \$3.75.
OFFER K-5: Five extra-heavy plants, 3 to 4 ft., for only \$4.95.



Lilac, Gloire de Lorraine.



Beauty Bush.

Read the descriptions and note the grand display we have worked into this collection.
BELLE OE NANCY. Double. Salty pink.
GLOIRE DE LORRAINE. A most beautiful new variety. Heavily blue flowers of mammoth size. 25c extra.
LUDWIG SPAETH. Single. Deep rich red. One of the largest flowering sorts.
MICHAEL BUCHNER. A rather dwarf plant that is extremely profuse with its restful, soft lilac, double flowers, interior shaded blue.
MME. CASIMER-PERIER. Double, creamy white. A dwarf grower.

Mme. Albert Barbier. (Perpetual)



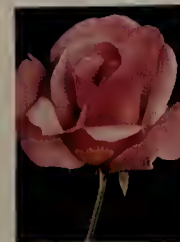
Extra Grade, \$1.00 each. Talisman (Tea). Medium Grade, 75c each.



Rev. F. Page-Roberts. Medium Grade, 75c each. Extra Grade, \$1.00 each.



Souv. de Claudius Pernet. (Tea)



Mrs. Henry Morse (Tea)



Miss Lolita Armour. (Tea)



Frau Karl Druschki. (Perpetual)



Elvira Aramayo. (Tea)



Lady Margaret Stewart (Tea)



Dame Edith Helen. (Tea)



Mme. Jules Bouche. (Tea)



Mme. Edouard Herriot. (Tea)



Mme. Butterfly. (Tea)



Thuja Pyramidalis.

A New Plan Bringing Quality and Economy to Your Door

Cole's "New Plan Merchandizing Method" has met with such marvelous and instantaneous success that these further price reductions are now in order.
Prior to our development of this plan Quality Nursery Plants could hardly have been dreamed of being purchased from High Grade Nurserymen at such reasonable prices.

In one year, after announcing our "New Plan", over 25,000 Clevelanders have purchased Cole's Stock. This is more than triple the number of purchasers of the previous year. Progress of this nature in such a year as the last one proves without a doubt that this is truly a "Remarkable New Plan Bringing Quality and Economy to Your Door."

Cole's Root-Pruned Evergreens

This group is especially selected by Mr. Cole for their dependability, long life, freedom from winter injury, drought-resistance, adaptability to city conditions, freedom from red spider and sun-burn, and last of all, "hardiness." Here are varieties that should easily outlast 20 severe winters and hot summers, growing in beauty with the years.

Planted now—a glorious growth is assured the first year. Remember, for success it is all important to secure "Root Pruned" Evergreens.

Here is one of the world's choicest collections of Hardy Evergreens. They are naturally somewhat higher priced than the less satisfactory varieties of Juniper, Arbor-Vitae, and Cypress (Retinopsora). However, when you consider that their average life is 20 years against only 1 year for those other sorts, you know they are much the cheapest in the long run.

Purchase these varieties of unsurpassed beauty now while Golden Anniversary prices are in effect.

JUNIPERUS chinensis Pfitzeriana (Pfitzer Juniper). The finest of all spreading evergreens. Gracile, horizontal branches with lustrous, blue-green foliage. Regularly \$3.00, special only \$1.90.
1 1/2 to 2 ft. spread, regularly \$2.25, special only \$1.30.
2 to 3 ft. spread, regularly \$3.00, special only \$1.90.
J. virginiana glauca (Blue Cedar). Of pyramidal growth with artistic drooping branches. Bright blue color. Excellent for "sentinels" around the foundation, in the border or lawn.
2 to 3 ft., regularly \$5.00, special only \$3.50.
3 to 4 ft., regularly \$7.25, special only \$5.00.
5 to 6 ft., regularly \$11.50, special only \$8.50.
J. chinensis columnaris glauca. A most admirable and dependable variety. Formal spire or sentinels of a beautiful soft blue color.
1 1/2 to 18 in., regularly \$5.00, special \$2.90.
1 ft., regularly \$7.50, special \$3.00.
PICEA excelsa (Norway Spruce). The well known Christmas Tree used extensively in the lawn and for screens. Why not plant or tub one now for Christmas. The root-hold ganted would aid greatly in safe planting in your lawn after Christmas. We suggest having a living outdoor Christmas tree. It is gaining in popularity.
1 1/2 to 2 ft., regularly \$1.60, special \$0.95.
2 1/2 to 3 ft., regularly \$3.00, special \$1.60.
3 to 4 ft., regularly \$3.75, special \$2.25.
P. pungens glauca (Colorado Blue Spruce). Beloved aristocrat. Destroyed by all but bad by few because of its high price. Cole's Golden Anniversary price is allowing the multitude to have Blue Spruce.
1 1/2 to 18 in., regularly \$5.00, special \$2.90.
2 to 3 ft., regularly \$8.85, special \$5.90.
PINUS sylvestris (Scottish Spruce). Specified extensively by professional landscape architects for artistic effects on estates.
3 to 4 ft., regularly \$3.50, special \$2.25.
4 to 5 ft., regularly \$5.50, special \$3.90.
P. montana mughus (Dwarf Mountain Pine). Very useful in any planting of Dwarf Evergreens. Scarce and in great demand.
2 to 18 in., regularly \$2.25, special \$1.60.
18 to 24 in., regularly 4.50, special 2.90.

Beauty Bush

(Kolkwitzia amabilis)

Gorgeous hardy introduction of the greatest merit that has really taken flower enthusiasts by storm. Most floriferous with clusters of grand pink flowers. Recently sold as high as \$5.00 each. 18-24 in., reg. \$1.10; special, 50c each. 2-2 1/2 ft., reg. \$1.75; special, 75c each.

Newest and Exceptional Roses

We thoroughly test hundreds of new Roses. Each year we are able to select a few of these that are great improvements over older varieties. We can truly recommend those listed here as being outstanding in beauty and adaptable to this rigorous climate.

Fall Planting of Roses

It has been found that Cole's Northern Crown Hardy Roses, when planted in the fall, give wonderful results even the first season.
The results of a careful checking for a number of years impels us to recommend the planting of northern grown roses in autumn for permanency in Rose Gardens.
Directions for planting may be found in our free booklet, "How to Make Things Grow." You will be surprised at the ease of successful rose growing by following directions and using "Cole's Northern Crown Roses."

Extra Grade Roses

Cole's 2-year EXTRA (the finest plants obtainable), except as noted, each, 75c.
Offer R-3A. Your choice of any six EXTRA grade 75c Roses, except as noted, for only \$4.20.
Offer R-2A. Your choice of any twelve EXTRA grade 75c Roses, except as noted, for only \$7.80.

Medium Grade Roses

Cole's 2-year medium (as fine as most "first grade" Roses), except as noted, each, 50c.
Offer R-3B. Your choice of any six medium grade 50c Roses, except as noted, for only \$2.70.
Offer R-2B. Your choice of any twelve medium grade 50c Roses, except as noted, for only \$4.80.

Free Booklet

"How to Make Things Grow"

Recently compiled by Mr. Cole, Senior. Chuck full of valuable information on planting and care of all plants. This publication is FREE with every order for Cole's Golden Jubilee Plants.

Remember!

Cole prepays the shipping charges.
No worry about extra costs.

Cole Nursery Co. Painesville, Ohio



Pfitzer's Juniper.

THUYA occ. pyramidalis (Pyramidal Arbor-Vitae). For hardiness, beauty and all around satisfaction, we suggest this superior variety in place of the cheaper American Arbor-Vitae.
18 to 24 in., regularly \$2.00, special \$1.25.
2 1/2 to 3 ft., regularly \$3.50, special \$2.00.
3 to 4 ft., regularly \$4.75, special \$2.90.
T. occ. Wareana (Siberian Arbor-Vitae). Broadly pyramidal with dense dark green foliage. Hardy as a rock.
2 to 18 in., regularly \$1.75, special \$0.95.
2 1/2 to 3 ft., regularly \$3.00, special \$1.60.
3 to 4 ft., regularly \$5.75, special \$3.90.

TAXUS cuspidata (Japanese Yew). Considered by most authorities as one of our finest dwarf evergreen. Glossy, deepest green foliage.
12 to 15 in. spread, regularly \$2.75, special \$1.90.
15 ft. spread, regularly \$5.10, special \$3.00.
TSUGA canadensis (Canadian Hemlock). A commanding king of our woodlands. Useful for hedges or in specimen plantings.
2 to 2 1/2 ft., regularly \$2.90, special \$1.60.
2 1/2 to 3 ft., regularly \$4.00, special \$2.25.
3 to 4 ft., regularly \$6.75, special \$3.90.

Japanese Flame Azalea

(Azalea mollis)
Grow thickly when planted in peaty soil. Dwarf.
10 to 15 in., thrifty, vigorous, reg. \$1.50, special, 95c each. 15 to 18 in., extra bushy, reg. \$3.00, special, \$2.50 each. 2- to 2 1/2 ft. specimens (20 to 40 flower buds), reg. \$5.50; special, \$3.90 each.

America's Finest Roses

We sincerely believe that our customers are entitled to know now what undertacks or roots their roses are produced and whether they receive hardy Northern Crown Roses, or Roses produced in the far South or West Coast where proper ripening before digging is always a question.

Our Roses are grown on hardy Multiflora Japonica stocks, near the banks of Lake Erie where plants mature naturally and where we may give personal supervision to their care and storing. We question often the quality of Roses supplied by many institutions because of the uncertainty of their being grown on proper undertacks or sufficiently ripened.

German Peat (Humus)

Extremely beneficial for retaining moisture in dry soils and for loosening heavy soils that tend to bake; promotes healthy, rapid, fibrous root action in nearly all flowers, plants and trees. Especially necessary for Rhododendrons and Azaleas. Medium acid. Bale (the largest obtainable), 22 bushels when broken up, weight about 180 lbs., \$4.75. Large sacks for \$1.00 each.

Vigoro, the Complete Plant Food

A fine, balanced fertilizer; clean, odorless and easy to apply. Directions for use with every package. 100-lb. bag for \$5.00. 50-lb. bag for \$3.00. 25-lb. bag for \$1.75.

Not Prepaid

Evergreens, Peat and Vigoro at these extraordinarily low prices cannot be prepaid. We will ship "Express or Freight Collect."
Exception—Orders from Cleveland and vicinity in locations where we make frequent truck deliveries, we will deliver FREE.

Golden Jubilee Descriptive Catalog Free

One of America's most comprehensive Hardy Plant Catalogs. A compilation of all the varieties that we have grown and retained, as thoroughly tested and valuable plants, after 50 years of study. Think of it—nearly 1000 varieties and sizes offered—each variety plainly described for you.
Is it any wonder that we have for our slogan, "Everything that is good and hardy."

Plant in Autumn for Spring Beauty



Betty Upchurch. (Tea)

Rosa Hugonis

Beautiful in foliage and flower. Foliage finely cut, flower clear yellow, single in long sprays. Used with shrubbery or as specimens for lawn planting.



Etrole de Hollande (Tea). Extra Grade, \$1.00 each. Medium Grade, 75c each.

Wonderful New Double Mock Orange

(Philadelphus Virginal)
Extremely floriferous and purest white. Tall. 18 to 24 in., reg. 50c; special, 40c each. 2 to 3 ft., reg. 70c; special, 50c each. 3 to 4 ft., reg. \$1.00, special, 75c each.



"Everyone Must Have Therese—"

This was the exclamation of Mr. Ed. George, prominent nursery and peony specialist, after spending a full week studying the qualities of over 200 varieties in our field. Therese is recognized by the American Peony Society as being the nearest perfection of all Pink Peonies.
Amazing in its shadings and depths of colorings. We cannot properly describe it and no printer can portray all of its gorgeous colorings.
"But how can we induce people to secure this choice flower?" was the question put to Mr. George. The answer that we feel sure will cover the land with Therese was as follows: "Therese has been priced too high for the average pocketbook—many firms asking \$7.00 and more. Price Therese under \$3.00 and everyone will have Therese."

THE SAGE HAS SPOKEN

Here's the offer. Therese, 90c each. "Everyone must have Therese."

PEONIES THAT DO NOT BLOOM

One often hears the remark "What is the matter with my Peonies? They do not bloom."

There are a number of reasons for this, but undoubtedly the foremost is "discarded roots." Therefore we advise our customers to discard all old plants that do not bloom, replacing them with healthy, up-to-date varieties from a reliable nursery. And, of course, they must be planted in clean soil. Visitors to our fields always marvel at the wealth of bloom that each of our plants shows. When digging, we do not hesitate to destroy all roots that show the least semblance of disease. This naturally guarantees our friends and customers the maximum amount of success. Plant Cole's Peonies and avoid disappointment.

Spiraea Billiardi.

Spiraea Billiardi

2 to 3 ft., reg. 50c; special, 40c each. 3 to 4 ft., reg. 65c; special, 50c each.

